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Over-view

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| ✓ Branding | ✓ Web design and production |
| ✓ SEO/SEM marketing | ✓ Team coordination |
| ✓ Social Media Marketing | ✓ Presentation design and production |
| ✓ Print material design and production | ✓ Copywriting |

Experience

- **Benchmark Builders, Inc. New York, NY. (Current Employment since 2013)**
Marketing Manager
Currently employed full time as a marketing manager for BBI in NYC.
After two promotions in two years I have taken on a leadership role to define a new marketing department for the company. I have distinguished our goals and corporate needs for two distinct marketing branches, internal and external. Designing new corporate print materials, brochures, portfolios and hand-outs for such live events as trade shows and career fairs, as well as new business leave-behinds. I remain the center point for AP, Estimating, PM and Field employees, gathering and tracking information from all departments useful for New Business efforts. I design and produce print and digital materials for all RFQ, RFI and RFP responses as well as team presentations and company ads. The position requires my expertise in using The Adobe Creative Suite and Microsoft Office Suite to compile and produce accurate and attractive print and electronic materials for all occasions. In conjunction with these duties I am also responsible for managing the efforts of our two consultants, photographer and graphic designer, from scheduling to editing and then invoicing and payment. Our current primary marketing sector is B2B but, through my efforts we are expanding into social media, digital and live events.
- **Nokomis PI (2003-current)**
 - **Extensive SEO/SEM strategy implementation using Google/and Bing as primary Search-Engines** – integration of Google AdSense and Google Analytics for direction of Google Network DISPLAY campaigns using multiple blog platforms and YouTube, extended to Vimeo and Social Media profiles/ Google Network SEARCH by incorporating PPC guided keyword strategies and competitor reviews to increase website and profile traffic.
Effective analysis of metrics and their subsequent segmentations: Date and time Device, Geography, customer characteristics, marketing channels to direct Marketing Strategies toward increased viewership
Effective analysis of conversions (both Macro and Micro): to identify both viewer characteristics most often leading to direct monetary conversion but also analyze and identify those channels that direct the macro audience toward the last click attribution
Increased over all viewership by eight times, and conversions by 65%
 - Website design and production/ print material design and pre-press preparation
HTML/PHP multi-page websites, RGB image creation/editing and copy composition
Ability to implement JavaScript code to assign data collection on specific site metrics: To effectively focus data collection efforts on those segments that drive conversions and improve ROI
 - Corporate identity conceptualization and design, Brand integrity protection
Effectively distribute Brand cohesion across social media, mobile, web and print formats: To improve landing page functionality and insure proper alignment of landing pages, websites and data entry forms with the Advertising, promotion and optimization efforts driving viewership and interest toward said pages.
 - Social Media content and promotion

Effective use of mobile and online Apps and Social Media profiles for Search Engine Optimization and Marketing efforts: Cost efficient strategies that utilize the reach and vast distribution infrastructure of social media forums such as FaceBook, Twitter, Instagram, Pintrest, SnapChat, YouTube, Vimeo, Google+, WhatsApp, Skype and Periscope to distribute Links, Landing pages, Viral Videos, Pod Casts, blogs, and advertisements that are both contextual and Native to the forums where they are being displayed, *while maintaining brand integrity and technological fluidity and function.*

- Maintenance of three blogs (Google Blogspot, WordPress and Blogher), four social media profiles (FaceBook, Twitter, Reddit, Instagram, GooglePlus) and two websites (Benchmark-ny.com and Nokomisdaughterofthemoon.com current)

Effective incorporation of AdSense Ads on the Google Display network, chosen for context alignment with blog themes and viewership profiles effectively derived from research and analysis done through Google Analytics, WordPress Analytics or other integrated, site specific data collection efforts to drive PPC interaction and ultimately increase revenue.

- **Stamford Public Schools (2010-2013)**

Substitute Special Education and Reading Arts Teacher

Full time permanent substitute teacher. Responsibilities included: curriculum development, grading, testing and student performance assessment.

Instruction for public school children ages K-12 in all subjects but specializing in ASD (Autistic Spectrum Disorders), MR learning disabilities and reading/writing skill support. I had to Collaborate with administration and staff in multiple facilities on a per diem basis. This position required excellent adaptation skills to varying regulations and methodologies between facilities.

- **Zenith International (2010-2011)**

Deep Dive Market Research and Analysis Consultant (2011)

- Powering a competitors review for PepsiCo, Coco Cola and Nestle Co., I successfully spear headed and completed a full investigation, analysis and presentation on this regional (North East USA) inquiry.
- The work entailed gathering data over ten specified categories within seven stores (approved representative sample of purveyors) to demonstrate product displays, placement, SCU varieties and treatments, brand vs. store brand distribution, treatment and varieties over specified categories.
- Compiling information into quantitative data to demonstrate comprehensive statistics regarding the market areas concerned.

Market Research Analyst Consultant (2010)

- Contributing copy to a 120 page industry report
- Synthesizing data into charts, graphs and market summary
- Conferencing/networking with beverage industry executives
- Scheduling appointments, meetings, travel arrangements for Director of M&A

- **The Norwalk Hour (2004-2006)**

Editorial Assistant

Journalistic compositions: editorial entries, around the town articles, and obituaries.

Pagination for daily editions

Outside networking with local municipalities

Education

Sacred Heart University, Fairfield, CT. 2010- (honors) BA English

Norwalk Community College, Norwalk, CT. 2004- Associates Degree of Graphic Art

Technical Skills/Expertise

SEO, SEM, PPC: Five years of experience working with Blogger.com and Google's Blogspot utilizing Google Ads (AdSense) and Google+ along with personal SEO strategies and key words to increase blog views and point per click credits on specified accounts.

CURRICULUM DESIGN and TRAINING: Designing self-improvement strategies, teaching 20+ students (youth and adult) marketing/writing and other general education subjects.

DIGITAL: Adobe CS3 – CS6, on both Mac and PC Formats, Dreamweaver, QuarkXpress, MS Outlook, MS Excel, MS Word, MS PowerPoint.

ILLUSTRATION: Traditional mediums included, but not limited to, pencil, charcoal, pen, sketching and acrylic, watercolor or oil painting; clay and wax sculpting.

WRITING: Long and short copy composition for print and digital materials; text analysis and research on any and all assigned topics using MLA guidelines to site, edit and analyze on-line databases; creative writing; content composition for social media and interactive social media networking.